

## ABSTRACT OF THE DISCLOSURE

A custom decoration for bags, cases, portfolios and other business accessories (the "item") that can be printed at an appropriate location directly on the otherwise-finished item is provided. The decoration comprises a single or multi-colored ink image transferred from a lithographic plate using a transfer pad. The underlying tag or "substrate" for the decoration is a smooth-surfaced soft polyvinylchloride or rubberized material with appropriate ink-receptive or attractive characteristics—such as a matte or semi-gloss surface finish. The item is placed on a supporting surface in a pad printing device so that the substrate is restrained within a registration jig; an inked image on a plate is contacted with a printing pad and the pad is moved to contact the substrate, thereby applying the custom decoration thereto. In one embodiment, the substrate is secured by cords to a side of the item. The substrate is constructed from a pliable material, such as rubberized polyvinylchloride, with custom ink decoration applied thereto. The opposing ends of the substrate include tabs that are secured around each of opposing cords. Likewise, a substrate can be secured along an edge of an item by adhesives or stitching. This edge can be that of an outer pocket.